

# Tools and Resources

**Best Workplaces for Commuters<sup>SM</sup>** is a joint U.S. Environmental Protection Agency (EPA) and U.S. Department of Transportation (DOT) voluntary partnership program designed to promote commuter benefits that reduce traffic congestion, employee stress, and air pollution. By meeting a higher standard in employer-provided commuter benefits, your organization can earn the Best Workplaces for Commuters<sup>SM</sup> designation and get a guaranteed spot on the prestigious national list. Once on the list, you will:

- Receive local and national recognition for being a great place to work.
- Be viewed as a leader in employee benefits.
- Gain a competitive advantage in recruiting and retaining the best workers.
- Demonstrate a commitment to employees, the community, and a clean environment.

Additionally, as one of the Best Workplaces for Commuters<sup>SM</sup>, you'll gain access to an exclusive suite of tools and resources. These resources, described in the following pages, can help you enhance your existing commuter benefits and create new ones that attract and retain the best and the brightest employees.

**"It's an easy program. The benefits don't cost a lot for an employer to offer, but the benefits to employees are great. And the benefits to future generations are great."**

**—Joseph A. Freddoso,  
Cisco Systems, Research  
Triangle Park, NC**

## Exclusive Logo and Designation

By offering an outstanding commuter benefits package that meets EPA's criteria, you'll earn the right to use the Best Workplaces for Commuters<sup>SM</sup> designation and logo in advertisements, job announcements, on Web sites, and in other promotional materials. Using the designation and logo will demonstrate a commitment to a commuter-friendly workplace, help attract and retain the best employees, and position your organization as a leader in employee benefits and environmental programs.

## Public Recognition and Media Assistance

One of EPA's primary goals is to recognize employers that make the list. First and foremost, EPA helps employers gain positive local media coverage of their commuter benefits programs. Since the inception of Best Workplaces for Commuters<sup>SM</sup>, the program has received more than 100 media spots from around the country, many of which highlighted local employers offering outstanding commuter benefits packages. Across the nation, people read about and watched companies being recognized for encouraging their employees to use alternatives to drive-alone commuting. Qualifying employers also receive an honorary certificate for being commuter-friendly and environmentally responsible, and are highlighted in marketing materials and on the Web site.



## Phone Forums

Available exclusively to Best Workplaces for Commuters<sup>SM</sup>, phone forums, moderated by EPA staff, feature experts discussing the latest developments in the fast-moving fields of transportation and commuting benefits. The forums will give you an opportunity to learn new information and get new ideas from transportation demand management experts, as well as engage commuter benefits administrators at the local, regional, and national levels.

"The information shared in the phone forum was excellent. Less than 24 hours later I am being tasked to set up three "prototype" areas for our telecommuters to begin using. Our need to formalize a program has suddenly become a reality. I look forward to receiving the information shared by the presenters as I know it will help me in this effort."

—Lorri Irish, Bank of America, Phoenix, AZ

## Networking Opportunities

All employers that qualify for the list, regardless of size or location, will gain valuable insights from the program's networking opportunities. With nearly 900 Best Workplaces for Commuters<sup>SM</sup> covering nearly 1.8 million commuters nationwide, employers can exchange ideas on managing commuter benefit programs, lessons learned, and tricks of the trade so that all can benefit. For example, EPA sponsors workshops at national conferences and regional forums, creating numerous opportunities for employers who want to upgrade their commuter benefits programs.

## Technical Assistance

When you make the list, you're assigned an Account Manager, who serves as a single point of contact to keep program administration easy. Account Managers are available via phone, fax, and e-mail to answer questions, help access resources, and provide new information on commuter benefits and program developments. With this dedicated service, you'll always have the attention you need to keep your commuter benefits program state-of-the-art. You'll also have access to a Members-Only Toolkit with ideas on how you can take full advantage of promoting the Best Workplaces for Commuters<sup>SM</sup> designation—both internally and externally. The Toolkit also features information on innovative commuter benefits and events highlighting alternative transportation.

## Other Tools & Resources

The following tools are available for all employers, i.e., those designated as one of the Best Workplaces for Commuters<sup>SM</sup> as well as those employers interested in applying for the program. These tools were developed to assist an employer in creating a commuter benefits package or enhancing an existing package.

- **Business Benefits Calculator** — This fast and easy to use online calculator estimates the financial, transportation,



"By joining the program, we're part of a growing national network of commuter choice leaders. Tapping into the technical assistance provided through the program adds value to our university."

—Brian Shaw, Emory University,  
Atlanta, GA



environmental, and other benefits of offering commuter benefits. By entering a few details about a set of benefits, employers can quickly estimate:

- Total financial benefits
  - Employee savings and productivity
  - Traffic reduction
  - Environmental benefits
  - Energy security
- **Emergency Ride Home (ERH) Toolkit** – The ERH Toolkit takes users through the simple and easy steps of creating and managing ERH services for commuters and employees. The Toolkit contains numerous sample materials, valuable lessons-learned from existing programs, as well as links to existing resources on ERH services.
- **Commuter Benefits Training** — EPA and the American Management Association offer a 1-day course, “Developing and Implementing a Commuter Benefits program—Best Practices for the Best Results.” This course is offered to prospective Best Workplaces for Commuters<sup>SM</sup> and other local key stakeholders in locations around the country. Participants learn how to build cutting -edge commuter programs that benefit local communities, the environment, and employee performance. Topics covered include:
- Gathering and analyzing data
  - Identifying local commuter resources
  - Setting up a program
  - Marketing benefits to employers
  - Evaluating program performance
- **Commuter Benefit Briefs** — Employers often need an in-depth, technical resource on a specific commuter benefit to reference when creating or enhancing a commuter program. To meet this need, we have developed a series of Commuter Benefit Briefs. These briefs are written in an easy-to-follow, question-and-answer format and address:
- Tax benefits
  - Transit and vanpool benefits
  - Vanpool programs
  - Parking cash-out benefits
  - Telework benefits
  - Emergency ride home programs



“Participating in the program is a two-way street for us— we receive national recognition for our local efforts and we get great ideas on how to enhance our program further.”

—Jan Ward, City of Boulder, CO

- Carpool incentive programs
- Marketing commuter benefits to employees

Commuter Benefit Briefs are available in PDF format online at [www.bwc.gov/resource/benefits.htm](http://www.bwc.gov/resource/benefits.htm). Hard copies may also be requested by calling the Best Workplaces for Commuters<sup>SM</sup> Information Request Line at 888 856-3131 or e-mailing [bwc@epa.gov](mailto:bwc@epa.gov).

- The Best Workplaces for Commuters<sup>SM</sup> Web site [www.bwc.gov](http://www.bwc.gov) contains a wealth of other online resources for program participants, including:
  - How to join
  - Benefits of the program
  - Partner profiles and case studies
  - Fact sheets
  - Press kit
  - Frequently Asked Questions (FAQs)



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